

**2003 DRAFTING REQUEST****Assembly Joint Resolution**Received: **10/28/2003**Received By: **pdykman**Wanted: **Soon**

Identical to LRB:

For: **John Gard (608) 266-3387**By/Representing: **Schoenfeldt, Jeff**This file may be shown to any legislator: **NO**Drafter: **pdykman**

May Contact:

Addl. Drafters:

Subject: **Memorials - miscellaneous**

Extra Copies:

Submit via email: **YES**Requester's email: **Rep.Gard@legis.state.wi.us**

Carbon copy (CC:) to:

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**Pre Topic:**

No specific pre topic given

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**Topic:**

The 100th Anniversary of the Miller High Life brand.

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**Instructions:**

See Attached

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**Drafting History:**

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?							
/1	pdykman	jdyer	pgreensl	_____	lemery	lemery	
	10/28/2003	10/28/2003	10/28/2003	_____	10/28/2003	10/29/2003	
		jdyer		_____			
		10/28/2003		_____			

FE Sent For:

<END>

10/28/2003 03:42:08 PM

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for  
Assembly  
per  
PJD

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&lt;END&gt;



JLD

## 2003 ASSEMBLY JOINT RESOLUTION

Wef

1 **Relating to:** the 100th<sup>✓</sup> Anniversary of the Miller High Life brand.

2 Whereas, 2003 represents the 100th year of existence for the Miller High Life  
3 brand; and

4 Whereas, the name "Miller High Life" was selected in <sup>g</sup>the year 1903 for a new  
5 premium beer originally brewed in Milwaukee, Wisconsin, by the Miller family; and

6 Whereas, Miller High Life was first christened "The Champagne of Bottle<sup>d</sup> Beer"  
7 in 1906<sup>g</sup>; the origins of a moniker that has endured for a century; and  
↑ comma

8 Whereas, the nature of Miller High Life as a fundamental element of the Miller  
9 Brewing Company is evidenced by the contribution of the brand's <sup>plain</sup> name to the Miller  
10 corporation, at that time known as the "Miller High Life Company," for a period in  
11 the 1930<sup>g</sup>'s; and

12 Whereas, the production of Miller High Life, nearly in its entirety, was shipped  
13 overseas to men serving in the United States ~~Armed~~ Forces during World War II; and

14 Whereas, Miller High Life represents the keystone of the characteristic "Miller  
15 Time" slogan beginning in 1971; and<sup>✓</sup>

1 Whereas, Miller High Life has ranked in the top <sup>10</sup>~~ten~~ beer brands sold nationally  
2 since <sup>2</sup>~~(the year)~~ 1971; and

3 Whereas, Miller High Life was awarded the silver medal at the Great American  
4 Beer Festival in <sup>2</sup>~~(the year)~~ 1989; and

5 Whereas, Miller High Life was awarded the gold medal in the American Style  
6 Lager category at the World Beer Cup in <sup>2</sup>~~(the year)~~ 2002; and

7 Whereas, Miller High Life represents the <sup>2nd</sup>~~second~~ largest volume brand for the  
8 Miller Brewing Company, the <sup>2nd</sup>~~second~~ largest brewer in the United States, now,  
9 therefore, be it ✓

10 ***Resolved by the assembly, the senate concurring, That*** ✓ the members of the  
11 Wisconsin ✓ Legislature recognize and celebrate the centennial anniversary of Miller  
12 High Life and commends the brand's rich history and undeniable contributions to the  
13 economy and heritage of the state. ✓

14 (END)